



Social Impact Report

Aug 22 - Jul 23

[link to online version](#)

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About Us



We connect people and ideas

We support students, staff and community

We help realise their entrepreneurial potential



- The first example of a social enterprise set up by a university to promote entrepreneurship and social entrepreneurship



- Entrepreneurship journey
- Startup support
- Training & mentoring



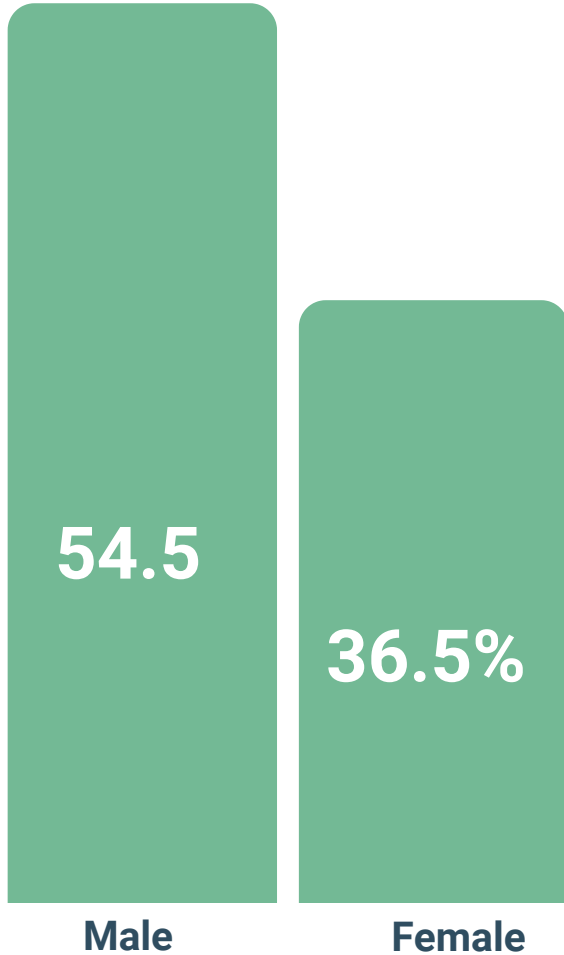
- Students, alumni & staff
- Businesses & wider communities
- Under-represented priority groups

Our team

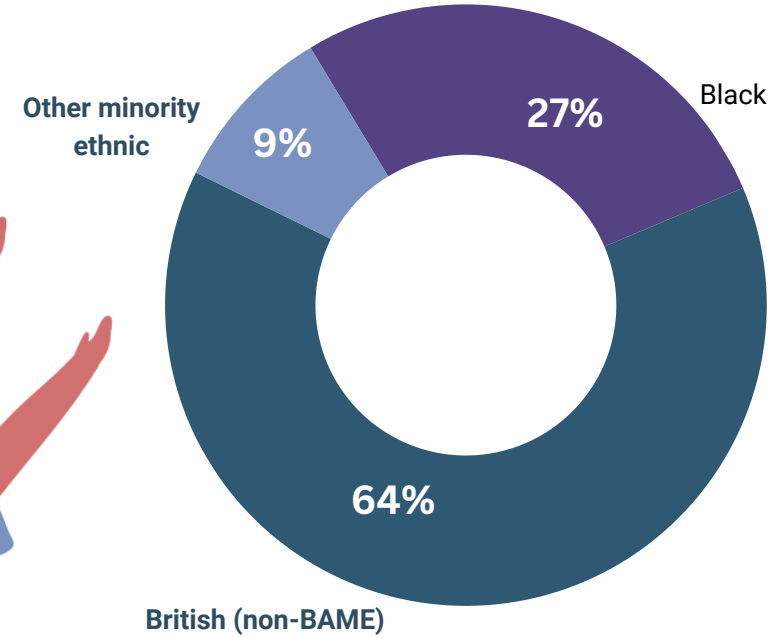
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JOBS

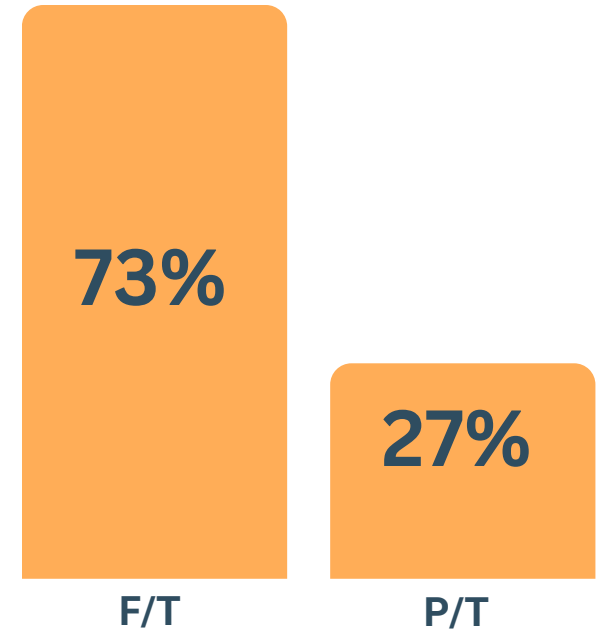
Gender split



Diversity background



Employment status

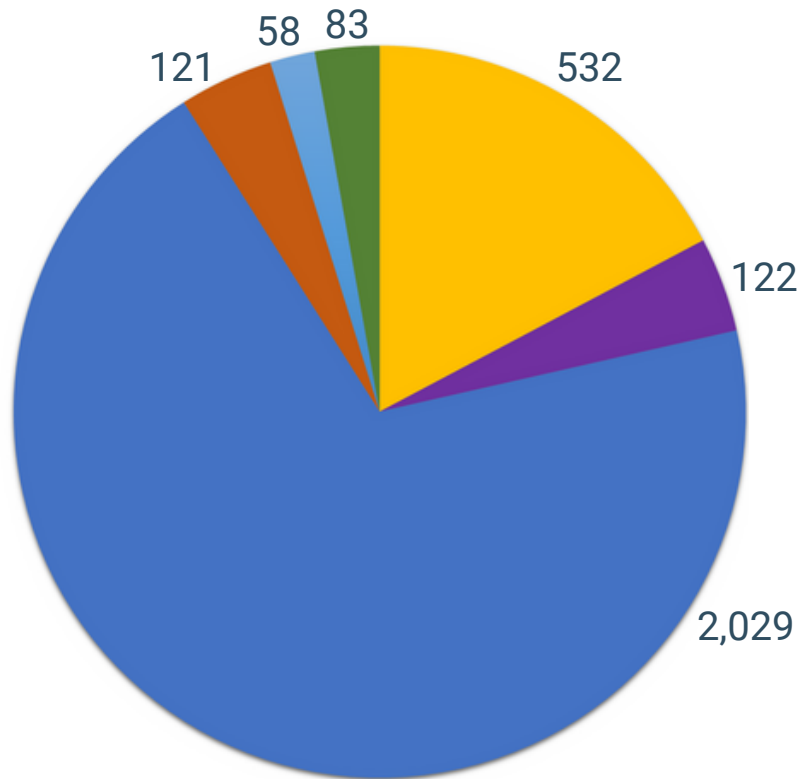


Partners, stakeholders, and collaborators



Our year in numbers

Participation & engagement



- ESF - Connect2
- ESF - Collaborate to train 2
- Launch
- General enquiries
- 1-2-1 Support
- Start-up visa



65,093

Online engagements



19

Start-ups supported

£ 130,2K

Start-up turnover generated



£ 27K+

Grants awards



1,756

Engagements with our communities



3

Social enterprises



£85K

External investment secured



1,360

Participants on our programmes



4

Social challenges addressed



28

Jobs generated (FTE)



The Launch Programme

CUSE's flagship programme, **Launch**, takes entrepreneurs from ideation to business launch, focusing on developing an entrepreneurial mindset with practical business skills.

Launch Training

A 20-hour, interactive entrepreneurship course inducting participants into the basics of starting and growing a new business.

Launch Mentoring

Personal, 1-2-1 coaching to guide entrepreneurs through the challenges of running their own business, delivered by successful UK business owners.

Launch Funding

Non-equity proof of concept and seed funding opportunities delivered through competitions and challenges.

Launch Network

An online space and events calendar for our Launch participants to meet, collaborate, share their successes and learn from each other.

Launch Events

A yearly calendar of workshops and guest speaker sessions, each focused on a key topic, to offer a taster into the world of entrepreneurship.

Launch Collaborate

Partnering start-ups with students to collaborate on short-term projects. Start-ups get support and new ideas while students gain valuable work experience during their studies.



Programme diversity

259 launch: Mentoring

1,454 launch: Events

50 launch: Funding

317 launch: Social Enterprise

83 launch: Start-up Visa

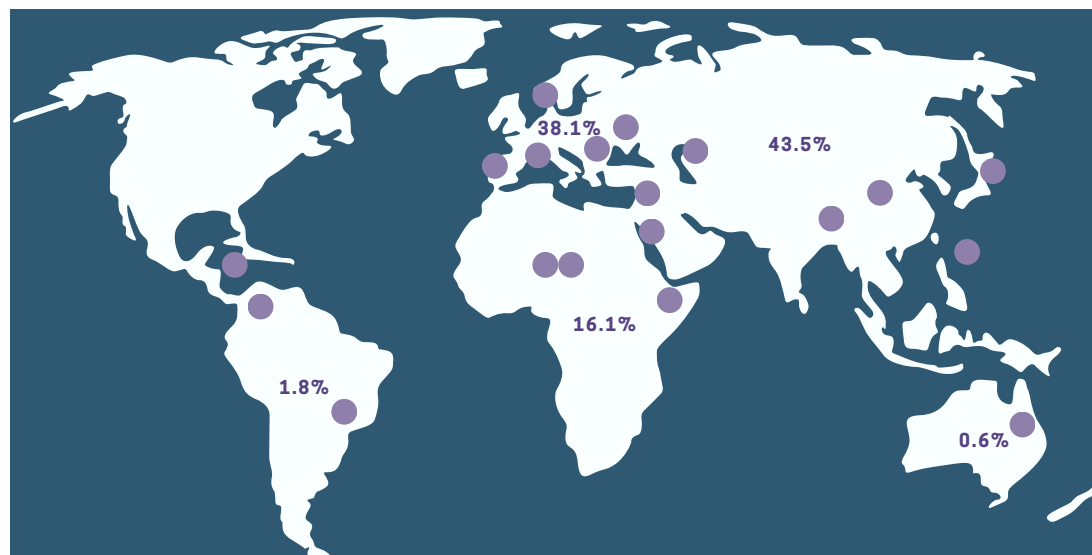
97 launch: Training

78 launch: Network

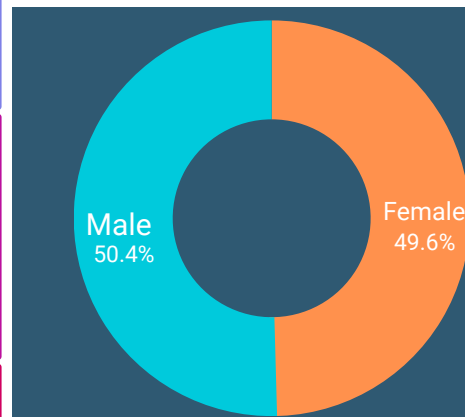
Start-ups by sector



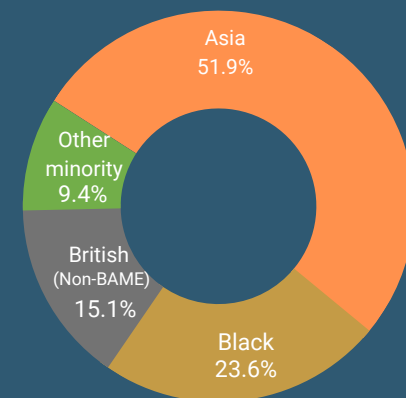
Global



Gender



BAME



Case study: Social impact through funding

Global Entrepreneurship week 2022



Master's student **Zahir Al Alawi** received £750 through the Launch 'Try It' fund to invest in his start-up concept, developing innovative wound-healing plasters for diabetics through the use of brown algae.

Illustration and Graphics student **Mariam Abdurahman** received £750 through the Launch 'Try It' fund to invest in her start-up Maroojazz Studio, the first black female-led creative Direction studio based in Coventry. Specialising in creative illustration, storytelling, branding and editorial art.



David Ogundepo has taken full advantage of the support CU Social Enterprise offers to launch and grow his app development start-up Nouvellesoft. He has partaken several in LAUNCH Mentoring sessions, registering his business, and gaining his first client in quick succession. A £3,000 grant through CUSE's annual pitching competition in May 2023 will only see his ambitions and achievements grow.



In partnership with:



Social Impact Challenge 2022



Maxwell Parsons, Coventry community member and Connect2 participant, received £3,000 through the Social Impact Challenge in 2022 to test the viability of his board games start-up Community Games Development.



Case study: Social challenges addressed



Inner Child Hum

Founded by Katlin Magi, the social enterprise received support to register in December 2022. The CIC aims to help people with building their confidence and wellbeing through various enterprising ways, including Aerial yoga and other, more ground-based physical movement. Katlin offers one-to-one and group workshops for all abilities which have been very well received. More recently, the enterprising Katlin has branched out into the growing niche market for UV Resin Dice.

3 GOOD HEALTH AND WELL-BEING



Education4All

The new Community Interest Company (14935174) started in June 2023 by Farida Butt, Lecturer at Coventry University. Education4All provides Training, Education and social support programmes to refugees and migrants that have come to Coventry and Warwickshire. Key activities involved in supporting refugees and migrants entail group based delivery, 1-2-1 support and working alongside key partnership channels to ensure support mechanisms are available.

4 QUALITY EDUCATION



Tvisi Motors

Swapnill Sawant, the founder of Tvisi Motors, leads a pioneering startup focused on the development of next-generation zero-emission vehicles utilising hydrogen as fuel, emitting only water. With the ability to refill within minutes, Tvisi Motors aims to provide a flexible and freedom-driven solution for environmentally conscious individuals. The company is committed to upholding the principles of the UN Sustainable Development goals, pledging towards zero emissions without compromises to protect the planet and future generations.

7 AFFORDABLE AND CLEAN ENERGY



Social impact through funding

50

aspiring entrepreneurs

3

funding competitions

15

shortlisted to pitch

£27k+

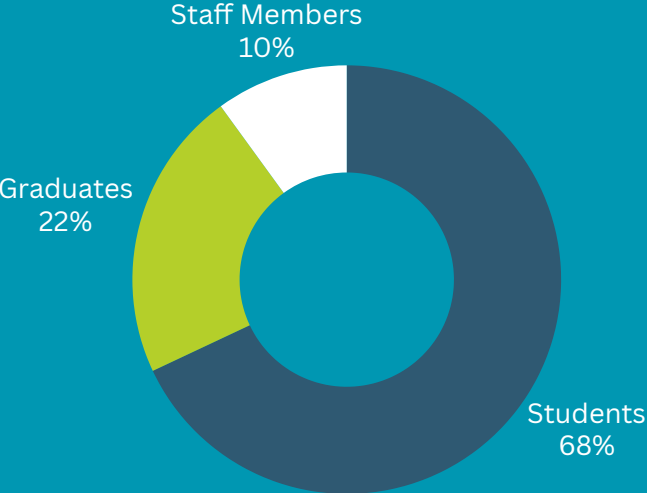
in start-up funding to be won

10

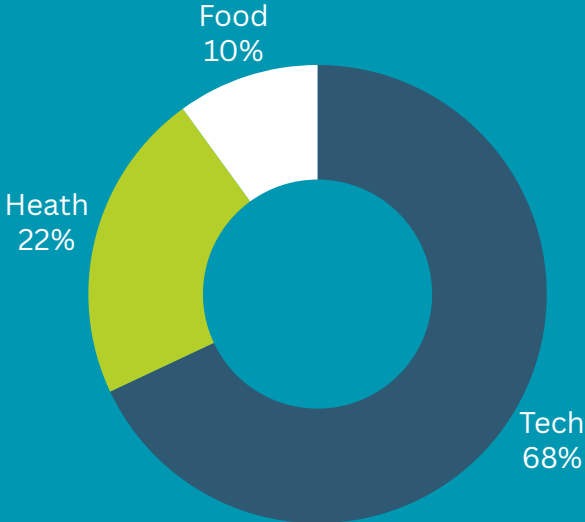
final winners

Demographics

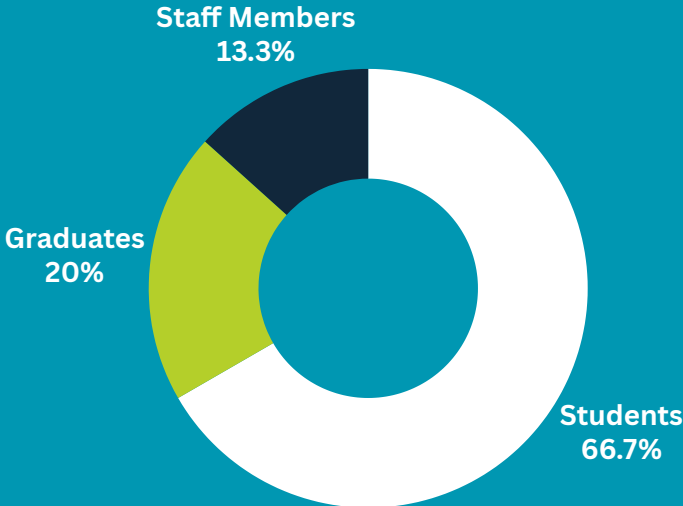
Applicants
Coventry University Affiliation



Industry Sector



Pitchers
Coventry University Affiliation



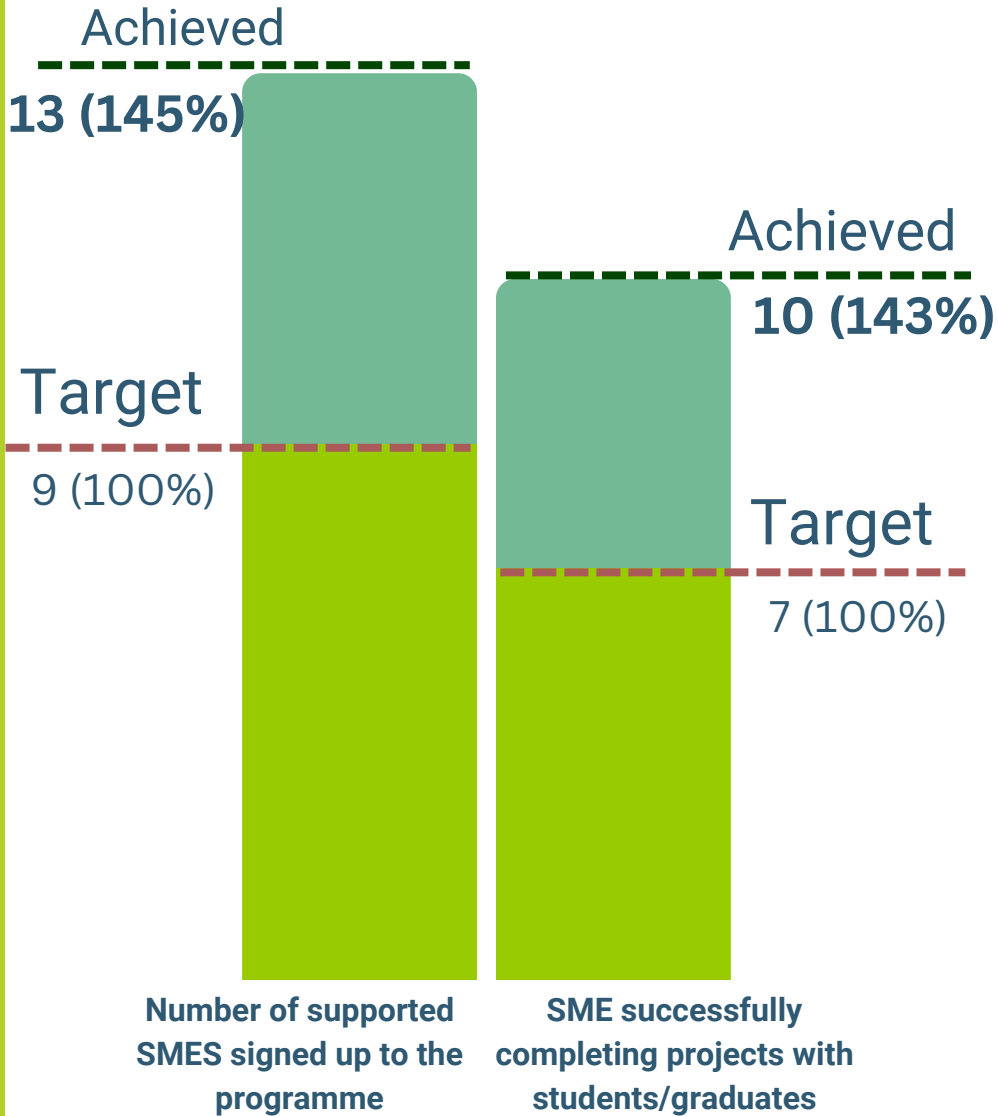
Nationalities

- British
- Bangladesh
- Barbados
- Malaysia
- Nigeria
- India
- Portugal
- Slovakia
- Algeria
- Spain
- Oman
- Pakistan
- Belgium
- Ethiopia
- Ghana
- Brazil

Nationalities

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- Ethiopia

Collaborate to Train Coventry and Warwickshire



Number of students impacted: **29**

UXPLORE



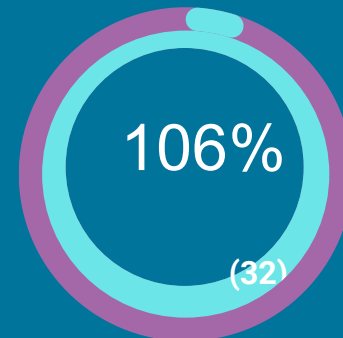
Inspiring everyone. Connecting everything

The Uxplore project has a vision to help make Coventry and Warwickshire **the leading digital place in the region**, with world-class connectivity, services and skills.

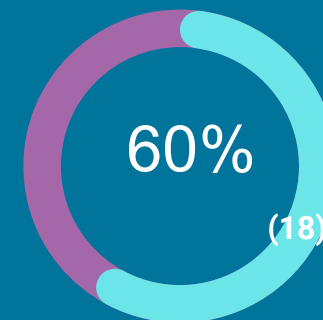
CUSE's goal is to help 30 new start-up in our region by supporting the growth of their businesses, **by managing the New Business Mentoring scheme**, giving new start-ups the opportunity to receive **12hrs of 1:1 business mentoring**. This will in turn spur on the economic growth of our local economy.

Uxplore

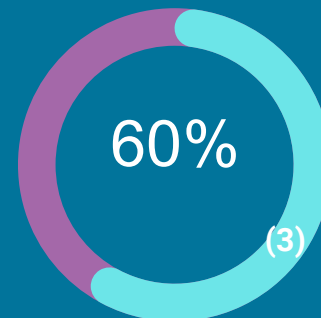
Sign up 30 start-ups for programme



Achieve 30 outputs from support provided



Capture 5 case studies



Connect 2

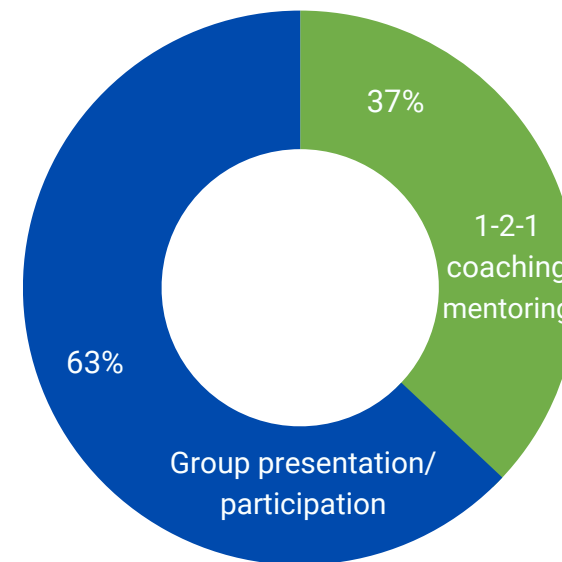
44

Positive outcomes

"I have been selected for the clerical assistant role... Thanks for your support. You were really a great Mentor to me... I am really thank full for your guidance to me. It means a lot".



Support



Support to refugees



Start-up support



New start up guidance



Job search guidance



Support to clients



121 Coaching /mentoring (numbers)



Programme attendee (numbers)

HEBCI REPORT DATA INPUT



61 START-UPS SUPPORTED



£1.7M

EXTERNAL INVESTMENT



£861+K

TURNOVER LAST YEAR



**80 JOBS CREATED
(FTE)**

The Enterprise Hub

IF YOU WANT HELP,
SEEK IT,
YOU'LL FIND IT
NOTES TO STUDENTS



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